

ORDER



KLAS

Orders
Order / Rev: 37668
Alt Order #: 08887254
Product Desc: ISSUE
Estimate: 2154
Flight Dates: 10/28/12 - 11/05/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Senate Majority PAC
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	1	\$3,000.00	\$2,550.00
10/29/12	11/05/12	27	\$92,500.00	\$78,625.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$3,000.00	\$2,550.00	0.00
November 2012	27	\$92,500.00	\$78,625.00	0.00
Totals	28	\$95,500.00	\$81,175.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$95,500.00
Market	100%	\$318,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$79,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$15,916.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/29/12	11/02/12	CBS This Morning 7-9a CM	7-9a		MTWTF--	:30	3	\$3,000.00	LV1	0.00	NM	3	\$9,000.00
CBS This Morning															
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	3		\$3,000.00		0.00						
E 2	8	11/05/12	11/05/12		CM	7-9a	M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS This Morning 7-9a										
				CBS This Morning										
				EARLY SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$3,000.00		0.00			
E 3	8	11/05/12	11/05/12	8 News Now 4-5a	CM	4-5a M-----	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				8 News Now 4-5a										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,000.00		0.00			
E 4	8	10/29/12	11/02/12	Live w/Kelly	CM	9-10a MTWTF--	:30	3	\$2,000.00	LV1	0.00	NM	3	\$6,000.00
				Live w/Kelly										
				KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				3	\$2,000.00		0.00			
E 5	8	11/05/12	11/05/12	Live w/Kelly	CM	9-10a M-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
				Live w/Kelly										
				KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,000.00		0.00			
E 6	8	10/29/12	11/02/12	8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	3	\$2,000.00	LV1	0.00	NM	3	\$6,000.00
				8 News Now Noon M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				3	\$2,000.00		0.00			
E 7	8	11/05/12	11/05/12	8 News Now Noon M-F	CM	12-1230p M-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
				8 News Now Noon M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,000.00		0.00			
E 8	8	10/29/12	11/02/12	Ellen	CM	3-4p MTWTF--	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
				Ellen										
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				2	\$2,500.00		0.00			
E 9	8	11/05/12	11/05/12	Ellen	CM	3-4p M-----	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				Ellen										
				ELLEN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,500.00		0.00			
E 10	8	10/29/12	11/02/12	8 News Now 4p M-F	CM	4-5p MTWTF--	:30	3	\$2,500.00	LV1	0.00	NM	3	\$7,500.00
				8 News Now 4p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				3	\$2,500.00		0.00			
E 11	8	11/05/12	11/05/12	8 News Now 4p M-F	CM	4-5p M-----	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
				8 News Now 4p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,500.00		0.00			
E 12	8	10/29/12	11/02/12	8 News Now 5-630p M-F	CM	5-630p MTWTF--	:30	3	\$3,000.00	LV1	0.00	NM	3	\$9,000.00
				8 News Now 5-630p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				3	\$3,000.00		0.00			
E 13	8	11/05/12	11/05/12	8 News Now 5-630p M-F	CM	5-630p M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
				8 News Now 5-630p M-F										
				NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$3,000.00		0.00			
E 14	8	10/28/12	11/04/12		CM	5-7p -----S	:30	1	\$3,000.00	LV1	0.00	NM	2	\$6,000.00

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Product Desc:	ISSUE	KLAS
Estimate:	2154	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now Sun 5-7p											
				8 News Now Sun 5-7p											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S		1		\$3,000.00		0.00					
		Week: 10/29/12	11/04/12	-----S		1		\$3,000.00		0.00					
E 15	8	11/03/12	11/03/12	Sat 7-8p - ET Wknd	CM	7-8p	-----S-	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				Ent Tonight Weekend											
				ET WEEKEND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----S-		1		\$1,000.00		0.00					
E 16	8	11/05/12	11/05/12	Mon 9-10p	CM	9-10p	M-----	:30	1	\$30,000.00	LV1	0.00	NM	1	\$30,000.00
				2 Broke Girls / Mike & Molly											
				GIRLS/MIKE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	M-----		1		\$30,000.00		0.00					
													Totals	28	\$95,500.00